I am the last person who thinks violence on tv is a bad thing. That is until I viewed the commercial this evening by "tryveg.com" I as well as the others viewing this commercial were disgusted with its graphic depiction of a cow being slaughterd. It was so graphic that it truly disgusted me to think that children could be watching this. I was disturbed by it and I can only wonder what a child will feel when they view the commercial. I believe that this commercial should seriously be reviewed and taken into consideration for the extremely graphic content.